ORDER

106602 Order / Rev: Orders 06852462 Alt Order #: JOE HECK 4 CONGRESS Product Desc: 2690 Estimate: Amy McCreary Primary AE: 09/17/12 - 09/30/12 Flight Dates: **BLPHI** 09/14/12 / 09/14/12 Sales Office: Original Date / Rev: National Sales Region. Order Type **GENERAL** Strategic Media Placement, Inc. Name: Agency Cash Billing Type: Buying Contact. Broadcast Billing Calendar: Billing Contact: EOM/EOC Billing Cycle: 7669 Stagers Loop Agency Commission: 15% Delaware, OH 43015 Heck, Joe for Congress Advertiser Name:

Start Date / End Date

POLITICAL/AGY, PCAN, GEN

Sales Region

New Business Thru:

Order Separation: 00:05.00

Advertiser External ID:

Agency External ID:

 Bill Plan

 Start Date
 End Date
 # Spots
 Gross Amount
 Net Amount

 08/27/12
 09/30/12
 61
 \$35,950.00
 \$30,557.50

Sales Office

Revenue Codes:

Account Executives

Account Executive

Totals							
Month	# Spots	Gross Amount	Net Amount	Rating 0.00			
September 2012	61	\$35,950.00	\$30,557.50				
Totals	61	\$35,950.00	\$30,557.50	0 00			

Order %

100%

 Amy McCreary
 Start Of Order - End Of Order

 Order Share
 Share
 Total

 KSNV
 30%
 \$35,950.00

 Order Share
 Share
 Total

 KSNV
 30%
 \$35,950.00

 Market
 100%
 \$119,833.33

 Competitive Share
 Share
 Total

Competitive Share	Share	Total	
CABLE	0%	\$0.00	
KBLR	0%	\$0.00	
KFBT	0%	\$0.00	
KINC	0%	\$0.00	
KLAS	30%	\$35,950.00	
KLVX	0%	\$0.00	
KSNV-	0%	\$0.00	
KTNV	30%	\$35,950.00	
KTUD	0%	\$0.00	
KVVU	10%	\$11,983.33	
KVWB	0%	\$0.00	
LV1	0%	\$0.00	
UNKWN	0%	\$0.00	

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
E	1	K\$NV	09/17/12	09/27/12	M-F 6-7a WakeUp w/W	а́ÇМ	6-7a	MTWT	:30 4	\$450.002	0.00 NM 8	\$3,600 00
M-F 6-7a WakeUp w/Wagners						/agners						
		NEWS										
		Star	t Date	End Date		s/Week		Rating				
	W	eek: 09/1	17/12	09/23/12	MTWT	4	\$450.00	0.00			•	

Print Date: 09/17/12 11:13:34 Page 2 of 2

KSNV

09/17/12 - 09/30/12

Flight Dates:

Advertiser Heck, Joe for Congress

Product Desc: JOE HECK 4 CONGRESS

Estimate 26

2690

Amount Rate Pri Rig Type Spots Len Spots Break Start/End Time Days Inventory Code End Ln Ch Start \$3,600.00 0.00 NM \$450.002 ·30 09/17/12 09/27/12 M-F 6-7a WakeUp w/Wa@M 6-7a MTWT - --E 1 KSNV M-F 6-7a WakeUp w/Wagners **NEWS** Rating Spots/Week Rate Weekdays End Date Start Date \$450 00 0.00 MTWT---09/23/12 Week: 09/17/12 0.00 \$450.00 MTWT---09/30/12 Week: 09/24/12 \$5.500 00 0.00 NM 10 :30 5 \$550 002 MTWTF--CM 658a-9am **Today Show** E 2 KSNV 09/17/12 09/28/12 **Today Show** TODAY SHOW Spots/Week Rating Rate End Date Węekdays Start Date \$550.00 0.00 MTWT F - -Week: 09/17/12 09/23/12 \$550 00 0.00 MTWTF--09/30/12 Week: 09/24/12 0.00 NM 10 \$7,250.00 \$725.002 :30 MTWTF--CM 5-630p E 3 KSNV 09/17/12 09/28/12 M-F Early News M-F Early News **NEWS** Rate <u>Rating</u> Spots/Week Weekdays Start Date End Date 0.00 MTWTF--\$725 00 09/23/12 Week: 09/17/12 \$725.00 0.00 MTWTF--09/30/12 Week: 09/24/12 \$4,350,00 0 00 NM \$725,002 M-W-F--:30 3 7-730pm CM E 4 KSNV 09/17/12 09/28/12 M-F Wheel M-F Wheel of Fortune WHEEL Rating Spots/Week Rate <u>Weekdays</u> Start Date End Date 0.00 \$725.00 M-W-F--09/23/12 Week 09/17/12 \$725.00 0 00 3 M-W-F--09/30/12 Week: 09/24/12 \$4,000.00 \$400.002 0 00 NM 10 :30 MTWTF--E 5 KSNV 09/17/12 09/28/12 Face to Face w/ RaistonCM 730-758pm Face to Face w/ J.Raiston FACE TO FACE Rating Spots/Week Rate <u>Weekdays</u> End Oate Start Date \$400.00 0.00 MTWTF--5 09/23/12 Week: 09/17/12 \$400 00 0 00 MTWTF--09/30/12 Week: 09/24/12 \$6,000.00 8 \$750.002 0.00 NM :30 11pm-1135pm MTWT---E 6 KSNV 09/17/12 09/27/12 M-F News 3 at Eleven CM M-F News 3 at Eleven NEWS Rating Rate End Date <u>Spots/Week</u> Weekdays Start Date \$750.00 0.00 MTWT - --09/23/12 Week: 09/17/12 0.00 \$750.00 MTWT - - -09/30/12 Week: 09/24/12 \$3,000.00 0.00 NM \$750 002 4 :30 11pm-1135pm ----S5 E 7 KSNV 09/22/12 09/30/12 Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven NEWS Spots/Week Rate Rating End Date Weekdays Start Date 0.00 \$750 00 2 ----SS Week: 09/17/12 09/23/12 0.00 \$750.00 -----55 09/30/12 Week: 09/24/12 2 \$450,00 0.00 NM \$225.003 ----5-30 7a-9am CM E 8 KSNV 09/22/12 09/29/12 Saturday Today Saturday Today SAT TODAY Rating Spots/Week Rate End Date <u>Weekdays</u> Start Date 0.00 \$225.00 ---S-09/23/12 Week: 09/17/12 0.00 \$225.00 ----5-Week 09/24/12 09/30/12 \$200.003 0.00 NM 2 \$400.00 :30 ----5 CM 7a-8am E 9 KSNV 09/23/12 09/30/12 Sunday Today Sunday Today SUN TODAY Rating Spots/Week Rate <u>Weekdays</u> End Date Start Date ----5 \$200.00 0.00 09/23/12 Week: 09/17/12 ---S \$200.00 0.00 09/30/12 Week: 09/24/12 \$1,400.00 0.00 NM 1 \$1,400 003 :30 ----F--Fri 10-11p CM 10-11pm E 11 KSNV 09/28/12 09/28/12 Friday Prime 10-11pm DATELINE Rating Rate Spots/Week End Date <u>Weekdays</u> Start Date 0.00 \$1,400.00 ---F--Week: 09/24/12 09/30/12 \$35,950 00 61 Totals